



**Workshop of the Working Group for the Development of the AEWA Plan of Action for Africa 2019-2027**

**Atelier du groupe de travail dédié à l'élaboration du Plan d'action de l'AEWA pour l'Afrique 2019-2027**

10 - 12 October / octobre 2017 – Dakar



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# AEWA

## Communication Strategy

### And the Plan of Action for AFRICA

**Florian Keil**

AEWA Information Officer

Coordinator of the Joint CMS + AEWA Communications Team (IMCA)






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- Adopted at MOP6
- Outlines AEWA's approach to communication (provides a framework)
- Guides communication work of all relevant players with the goal of supporting the implementation of the Agreement





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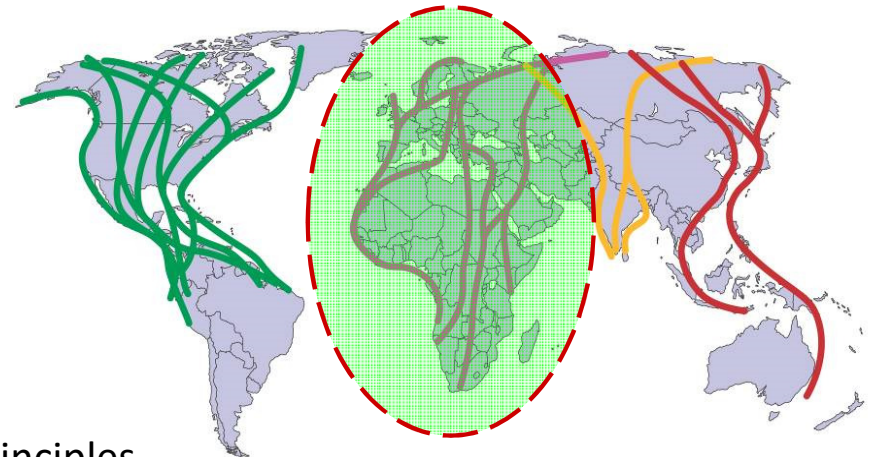
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# AEWA Communication Strategy

- Defines AEWA's Niche  
(As a motor of Flyway Conservation)
- Aligns AEWA's Communication Efforts  
(Vis-à-vis the AICHI Targets & SDGs)
- Guides Communications Work
  - Communication Goals, Roles and Communication Principles
  - Communication Tools, Target Audience, Partners
  - Communication Tactics, Campaign Approach






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## Targeted Communication



At the core of the communication strategy lies  
the recognition that:

1. **Effective communication needs targeted communication & planning** on different levels, as well as
2. Dedicated **communication capacity (staff and know-how)** to develop and carry out communication activities & campaigns







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What Role does  
Communication Play in  
the Implementation of  
the AEWA Plan of Action  
for AFRICA?





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- Make the PoAA Attractive (Design)
- Promote the Plan Once Ready (Launch)
- Support its Implementation !
  - **International + national level** – to keep the momentum, support fundraising!
  - **On the Ground** – National + Community Level





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What have been some  
of the obstacles ?

What have been some of the  
obstacles in implementing CEPA  
actions in the current PoA for  
Africa?





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TWO IDEAS





wings over wetlands

The UNEP-GEF African-Eurasian Flyways Project



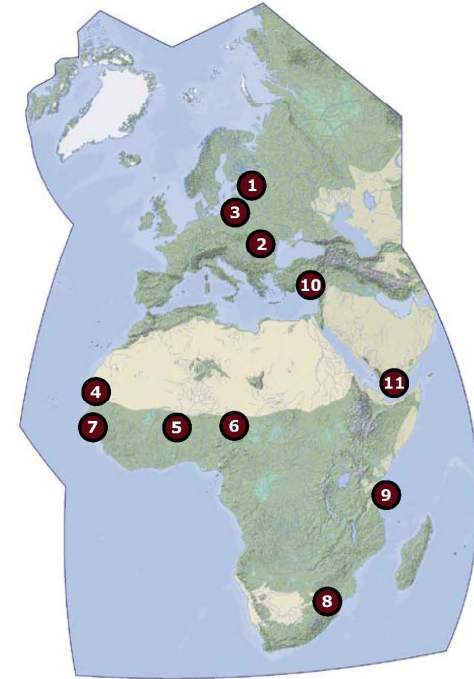
- **WOW PROJECT TRAILER** -





# 11 WOW Demonstration Projects

- 1 **Estonia**  
Haapsalu-Noarootsi Bays
- 2 **Hungary**  
Biharugra Fishponds
- 3 **Lithuania**  
Nemunas River Delta
- 4 **Mauritania**  
Banc D'Arguin National Park
- 5 **Niger**  
Namga-Kokorou Complex
- 6 **Nigeria**  
Hadejia-Nguru Wetlands
- 7 **Senegal & The Gambia**  
Saloum-Niumi Complex
- 8 **South Africa**  
Wakkerstroom Wetlands
- 9 **Tanzania**  
Dar Es Salaam Wetlands
- 10 **Turkey**  
Burdur Gölü
- 11 **Yemen**  
Aden Wetlands



All WOW Demonstration Projects are at sites classified as wetlands of international importance, in part because of their significance in supporting waterbird species. Over the past four years, the eleven projects have contributed to addressing the causes of current biodiversity loss at these sites in different ways, creating new opportunities for local communities,

sustaining both livelihoods and the environment. Many of the WOW Demonstration Projects have become best-practice examples for other sites across the AEWA region, in such areas as ecotourism, trans-boundary management, control of invasive species and environmental education.





**Transboundary cooperation and community participation in the Saloum-Niumi Complex**

# Senegal & The Gambia

Spread out between Senegal and The Gambia, the Saloum-Niumi Complex comprises coastal wetlands and savannah forests and is one of the last remaining untouched swathes of mangrove forest in West Africa. While both parks are currently managed as separate entities, WOW is helping to harmonise its management as one transboundary ecological system.

*"There is tremendous potential for ecotourism and nature conservation within the two parks, but to get there we need to get management right!" - Bounama Dieye, Project Manager.*



Photo: Wetlands International Africa



Photo: Camillo Porciari



Photo: Wetlands International Africa



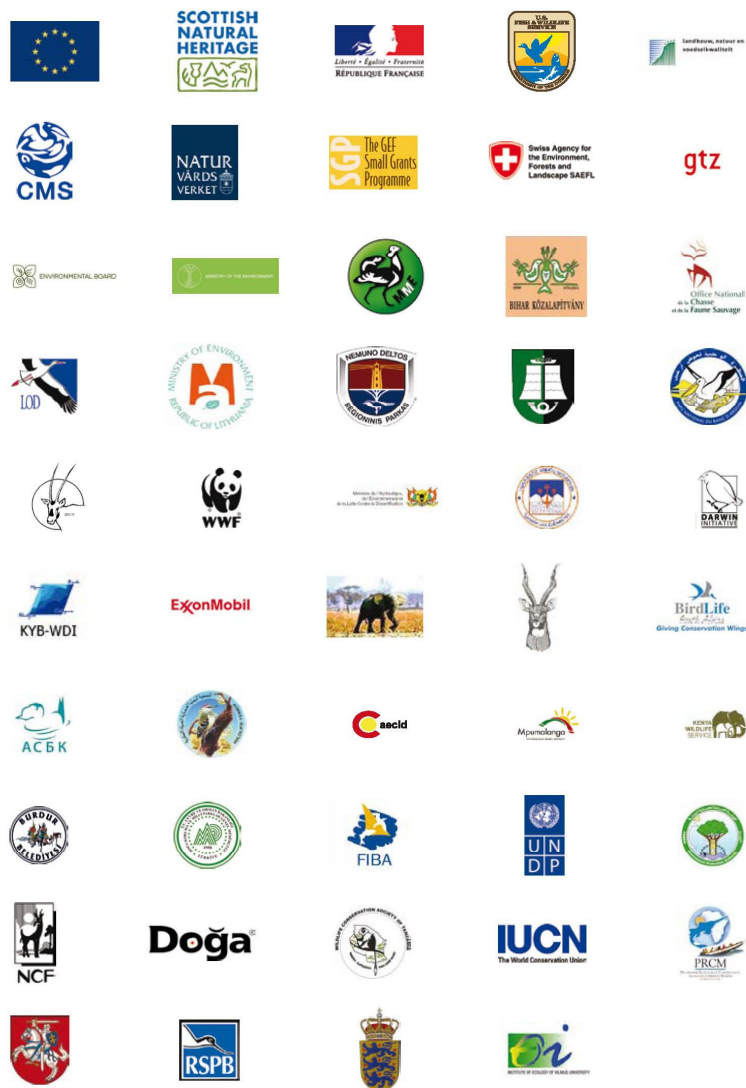
The Saloum-Niumi Complex is a relatively unexplored area that is rich in biodiversity and that plays host to many rare bird species. However, it is cut through by a national boundary. The different languages and divergent management procedures within Niumi National Park in the northwestern part of The Gambia and the adjacent Saloum Delta National Park in Senegal make it very difficult to address pervasive threats.

Illegal fishing, hunting and overharvesting of natural resources are quickly taking a toll on the remarkable range of habitats shared by the two countries, and holding back a uniform, more harmonious management of what really is a single ecological entity. WOW is supporting the development of an integrated transboundary management plan, in combination with a renewed effort on environmental education and awareness-raising among the local communities.

Executing organization:  
Wetlands International  
Africa

GEF funds: \$ 400,000  
Co-financing: \$ 400,000

Project webpage:  
[www.wingsoverwetlands.org/senegalgambia](http://www.wingsoverwetlands.org/senegalgambia)



## WOW Partners & Sponsors

WOW is supported by many donors and partners at the international and local level, across the entire African-Eurasian region. The primary partners and sponsors of the project are UNEP-GEF, Wetlands International, BirdLife International, AEWA, the German Federal Agency for Nature Conservation (BfN), UNOPS, Ramsar Convention on Wetlands and UNEP-WCMC.

A Project Coordination Unit is hosted by the AEWA Secretariat at the UN Premises in Bonn, Germany and is staffed by UNOPS. The PCU is responsible for day-to-day operations and overall technical coordination of the project at all levels.

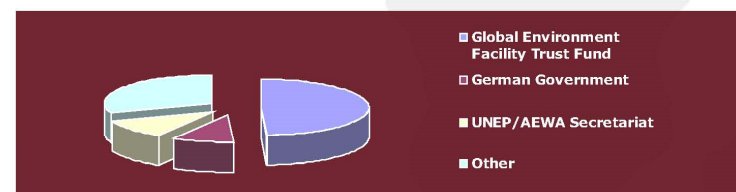
## Main Project Partners



WOW took its first steps in August 2006 and is expected to run until the end of 2010. The work undertaken by this project is part of the mandate of all partner organizations involved. It will therefore continue as part of their programmes in subsequent years.

## Overview of Project Funding

WOW has many donors at the international and local level. Funding committed to WOW stands at US\$12,195,229, including: US\$6,000,000 from the Global Environment Facility, US\$1,365,460 from AEWA, US\$1,114,405 from the German Government and US\$3,715,364 from other sources of co-financing.



WOW also acknowledges the generous financial support from the European Commission, French Ministry of Ecology and Sustainable Development, the Swedish Environmental Protection Agency, the Danish Ministry of Environment and Energy, the Swiss Agency for the Environment, Forests and Landscape, and all local partners at the site level.

For more information please see: [www.wingsoverwetlands.org](http://www.wingsoverwetlands.org)







World Migratory Bird Day

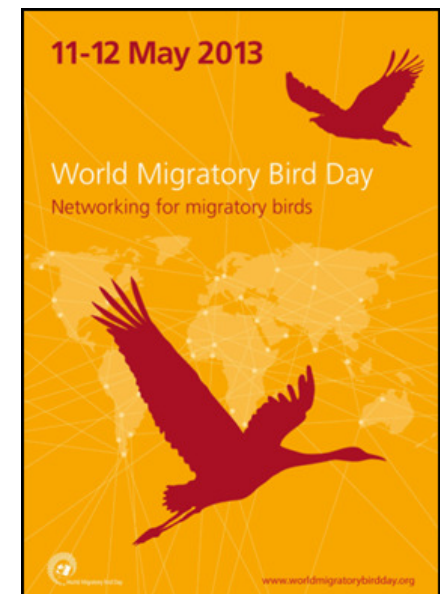
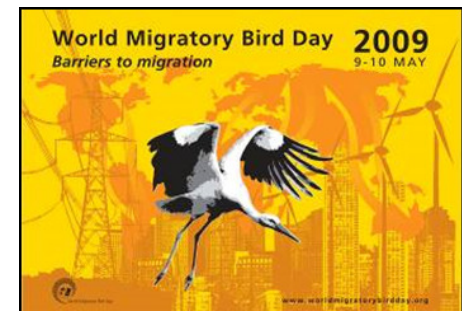
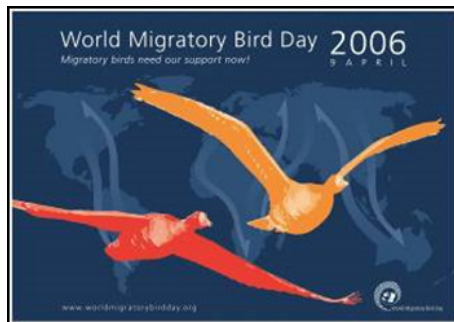




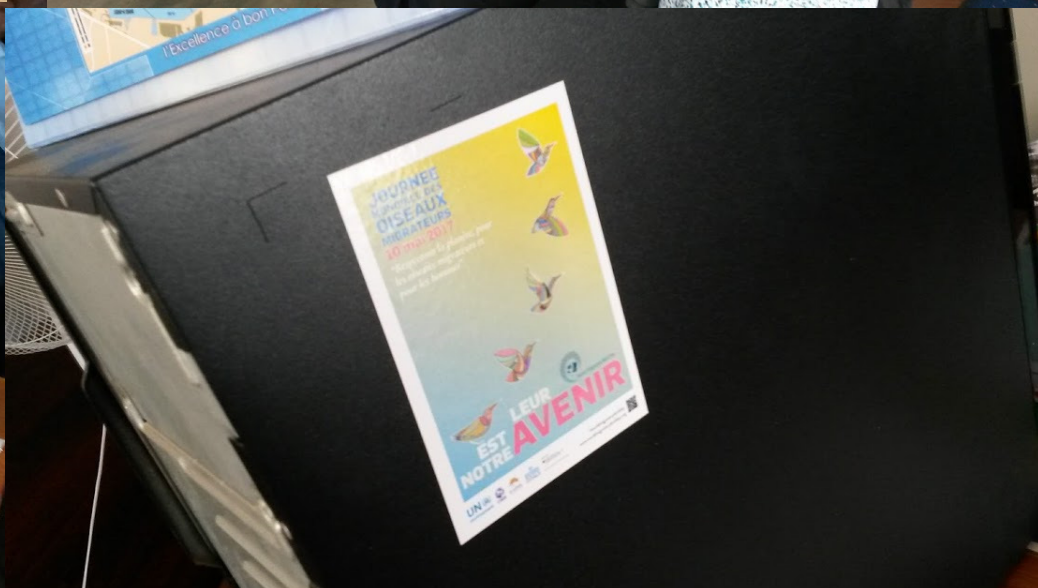












# WORLD MIGRATORY BIRD DAY

10 May 2017

*"A Healthy Planet for  
Migratory Birds and People"*



World Migratory Bird Day

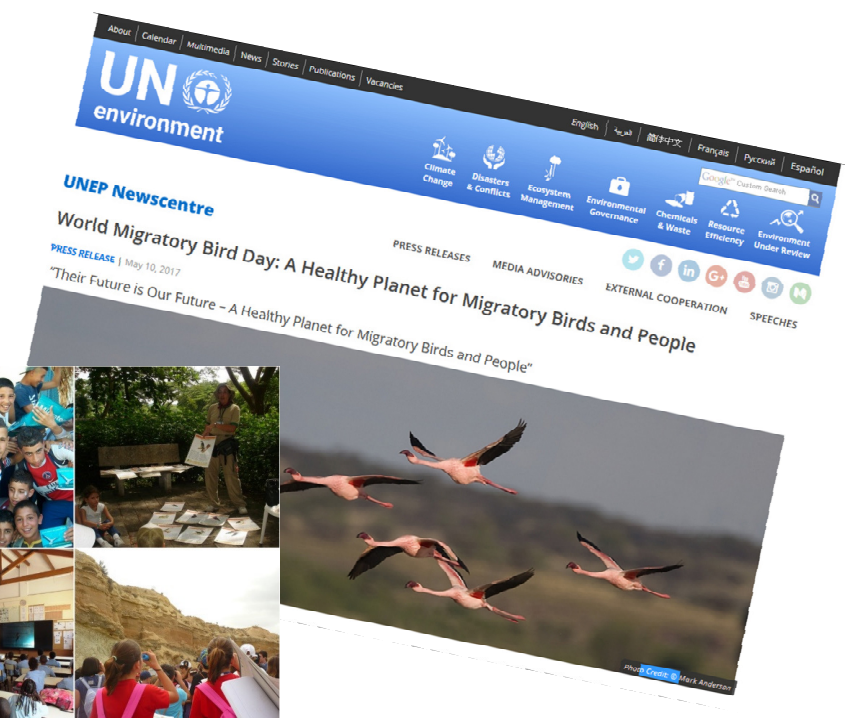
THEIR  
IS  
OUR **FUTURE**



#worldmigratorybirdday  
[www.easflyway.net/wmbd](http://www.easflyway.net/wmbd)



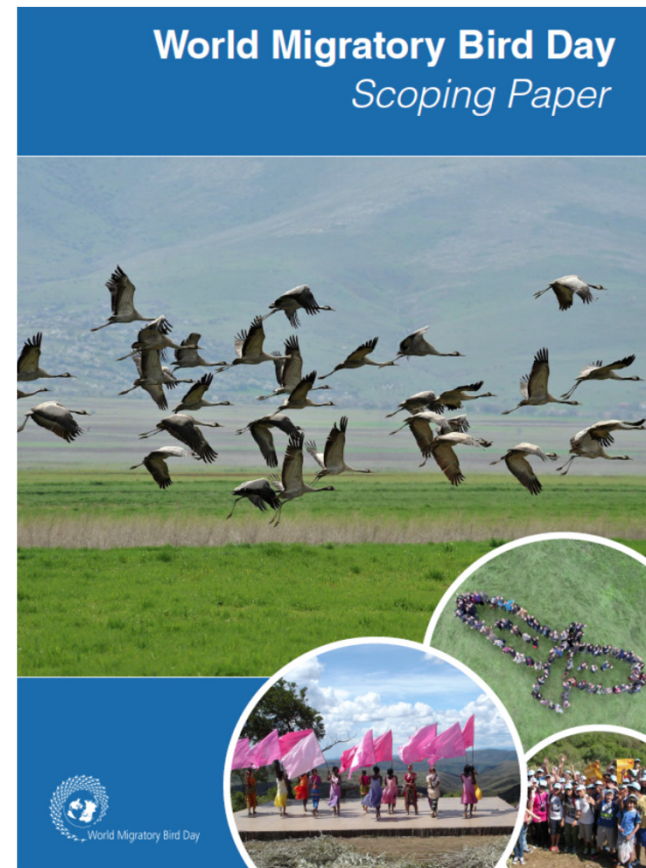




# Bringing WMBD to the Next Level

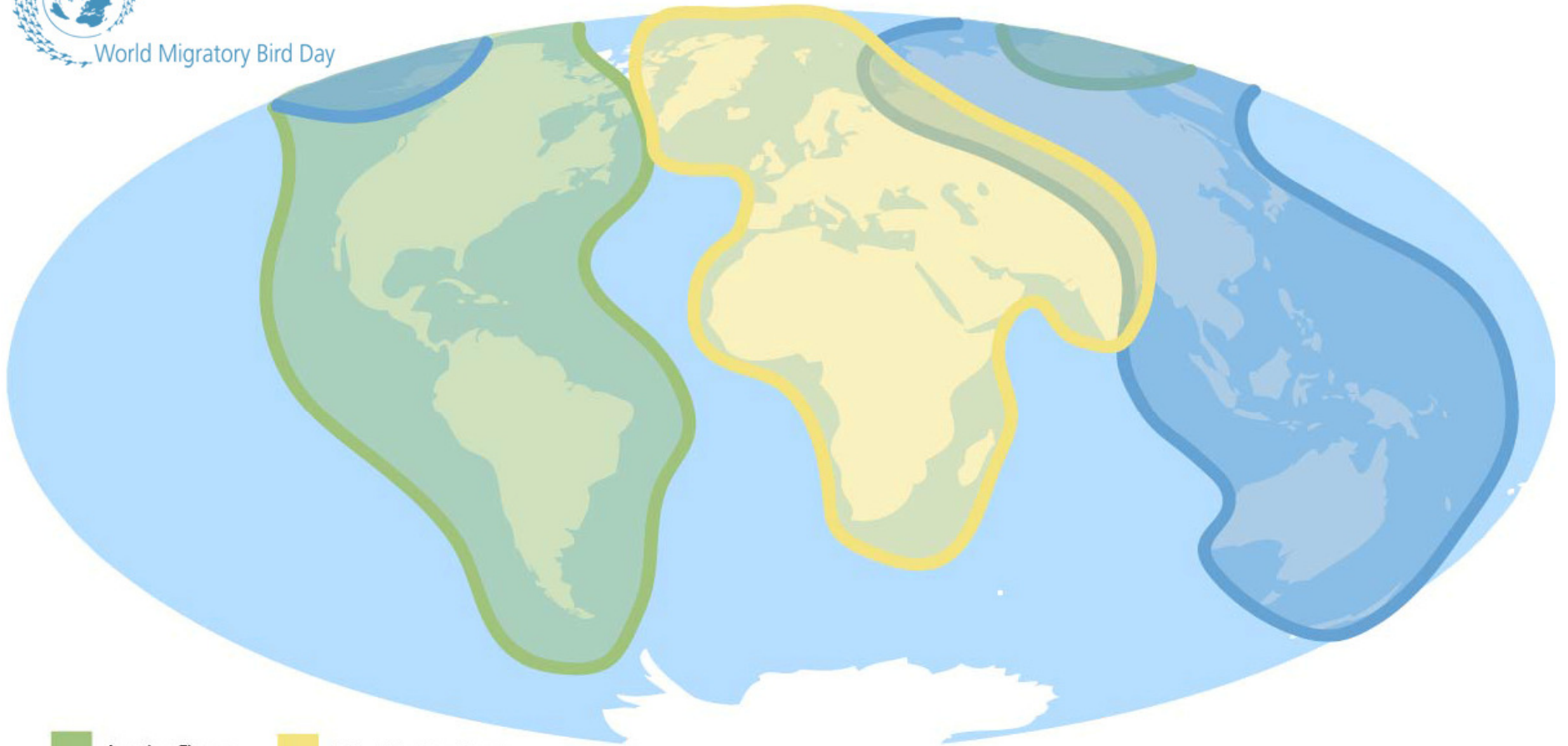
A scoping paper was prepared in 2016 to reshape WMBD, aiming at:

- Maximizing the impact of the now established campaign,
- Making it more attractive to partners and sponsors, and
- Allowing it to reach out to even more people around the world.





World Migratory Bird Day



-  Americas Flyways
-  African-Eurasian Flyway
-  East Asian-Australasian Flyway



A flock of birds, likely pelicans, is captured in flight against a soft, hazy sky. The birds are arranged in a V-formation, with one bird at the front and others following in a line. The sky is a mix of light and dark tones, suggesting a sunset or sunrise. The birds are silhouetted against the lighter part of the sky.

Thank you



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